

## Measuring the Effectiveness of Sales Promotion Activities on Brand Loyalty: A Study on COCA COLA

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**Abstract:** The study is descriptive in nature measuring the effect and relationship in between sales promotion activities and brand loyalty. The study is done on COCA COLA brand in the open market. The research problem observed here as to measure the efficiency of sales promotion and brand loyalty to get the real effectiveness on sales promotion activities. The research objectives formulated are to know the importance of component of sales promotion activities, to know the effect of advertising on sales promotion activities, to realize the importance of brand loyalty on sales promotion activities. A quantitative method was used to accomplish the purpose of the study. A survey instrument developed taking items to measure all variables with five points likert scale. A sample size of 159 (from 210) incorporated in the study having the reliability of 0.851 (more than 0.7). The data analyzed using SPSS for descriptive statistics and regression to measure the effect of independent variable on dependent variable. It is recommend that COCA COLA should improve more on its different activities and produce different product and with tasty fast food or build up different production of equipment to expand its business in the whole world's market .

**Keywords:** Sales Promotion, Brand Loyalty, COCA COLA, Advertising, Personal Selling, Public Relation

### 1. Introduction

This study which is measuring the effectiveness of sales promotion activities in making the consumer brand loyal a specific study on COCA COLA Erbil in Kurdistan. The study is descriptive in nature and has considered all the basic information collection before being with the analysis of data. The study is defining the sales promotion activities and its effect on brand loyalty, the statement of the problem talks about changing brand loyalty based on many variables. Sales promotion technique is used to increase sales by providing content and an addition bonus to attract customer and to increase product purchase many targets of sales promotion designing are to developing and increasing the product involvement. Poku (2013) states that the importance of promotional activity is especially obvious in manufacture with big competition. These promotional instruments or operations can help organization in their enterprise to adopt more share of market and preserve them. Akbar, Ali and Majidazar (2012) talk about the sale promotion contain of a set varied and different short time period to motivate tools which is utilized for aggravation of consumer and buyer to purchase more and quicker. Neha and Monoj (2013) mention that promotion mix is the name defined to the combination of many technique that utilized to communicate

with buyer, there are four instrument of promotion mix such as: advertisement , individual selling, packaging, sales promotion, these are named component of promotional mix (Kush & Love, 2013).

In this study advertising is a part of personal selling as independent variable so it's a communication with customer of product or services. Advertisement is always a present, so individual may not be aware of it. These days advertising utilizes every possible media to get its content through such as via Television, print like magazines and newspapers and journal. etc. The advertising industry is made of companies that will advertise, authorities that create the advertisement and all media are carrier of advertise, a host of individual like editors of copy and visualizer and manager of brand and researcher and heads of creative also designer who took the last mile to the customer, many companies hire promotional company to bring out advertising of new product in order to promote sales and raise the profits (Ahmad & Fatawu, 2014). Sales promotion is a part of sales promotion activities as independent variable though sales promotion are the tool of marketing activities attempt to boost sales of any product or services. There are two elemental type of sales promotion, Trade and Consumer Sales promotion. The effect of sales promotion is to generally increase the grade of sales for continuance that they are floated therefore when the scheme end, the sales may fall, but with more hope determine at higher grade that they were that sales promotion started therefore will gain the market share and for consumer will be more value of money though expensive way. Sales promotion would be utilized to measure an part of general plan, not end itself (Neha & Monoj, 2013). Public Relation is utilizing the news or business contract to transport positive stories about company or its product and work a good relationship with representative of local press. Public relation is opposite of advertising, in advertising one should pay to have the message located in a newspapers and TV and radio, in public relation the object the feature of company does not pay for, the newsperson whether the broadcast or print, publicity has more powerful than advertising for some reason first it has less cost than advertising even if it's not free, all expenses in public relation is phone calling and mailing to different media the second one is public has more longevity than advertising an article on any company will be remembering far longer than an advertising, also publicity will meet the far broad audience than advertisement typically does, sometimes your story might even be discover by other national media than spreading word about any business overall the market of that country, finally most significant publicity has large credibility with the citizen than advertising does. Subscriber will feel that if third part magazines or newspapers radio or newsperson is having the company hence it must do something more worthy. Personal Selling is independent variable in this hence personal selling is a method of promotion in which one party salesperson usages skills and proficiency for building personal relationship with other part which is in active to purchase decision therefore that result in both parties finding the value, in many instance the value for the salesperson is actualise by financial rewards of the sales when the customers value is actualise from the benefit through getting consuming the product, its not always the aim of personal selling to get customer to purchase the product, although this promotional method mostly occur by face to face or via phone call conversation or by introducing other customer that utilized the product earlier, although as the technological advance it there are many way to promote such as: through text messaging and usage the video conferencing and online chat.

Brand loyalty is the dependent variable in this study, the customer select repeatedly buying a product that producing by the similar company instead of substitute product produced from competitor. For

instance some people are always purchasing coke at storage of grocery, while other customer will always purchase pepsi. Brand loyalty is often about the process of perceiving (Bhandari & Paridhi, 2012). A consumer systematically buy the same product because the perceives it as superior product among the options that available. Hence the brand loyalty always related to a product not a company itself. Brand loyalty is crucial for some reasons, primarily it brings down the cost of production because the sales volume is higher, second is company's with brand loyal that customer don't spend as much as money in buying the product which allow the company either to keep greater earning or invest in some other resources elsewhere. Third company will use premium price to make increase in profit margin, lastly loyal customer incline to recommend the product that they wish (Kumar, et al, 2013).

## **2. Literature Review**

Mendez et al. (2015) says that sales promotions is the beginning of acting technique in a systematic way to acquire marketing communication. According to Ahmad and Fatawu (2014) sales promotion boosts rivals between providing mobile network services thereby persuasive the player in the manufacturer to offer the quality service to their customer ensuing the more gain for their users. Faruqui and Alam (2009) have the idea sales promotion is effecting the short-term sales positively although the price promotion increase substitution of any brand among category of product. Neha and Monoj (2013) put emphasis on the usefulness prospect of promotion has been explicated in discipline of offering which it provides economic profit of purchasing the product directly through customer and it might not be think to realize the customers feelings for the product or brand. According to Daramola et al. (2014) sales promotion is the most conspicuous promotional contraption requirement for the product, which leads to loyalty of product and better common perception of the product and effective and more efficient sales promotion appeals consumers and provoke inverse promotion (Sadeh et al., 2012). Communicating instrument are the most significant parts of every campaign of marketing but both of them generally are very expensive and the manager of marketing must seek to find and apply the most effective technique to manage their limited budget (Bhandari & Paridhi, 2012). Sales promotion is one of the instrument that utilized to attract customer and the purpose is to distinguish the sales promotion's effect on customer buying behavior. The promotional activities have influenced on market because it's more world- wise and raises the numbers of companies are utilizing them to assure their endurance in today's competitive market (Owusu & Poku, 2013). The study by Negadeepa et al. (2015) brings out that sales promotion is the essential activities play an important role in process of marketing strategies which is utilized from retailer. Mendez (2014) says that the objective of sales promotion determines what the seller hops to reach with sales promotion. The objective although should determine the target of consumers for the promotion and particularly the respond that is desirable (Mendez et al., 2015). Kush and Love (2013) stress that promotion is communicating with the customers to follow them to purchase the product, also it the responsibility of managers of marketing to select the communicative media and intermix them intern effective program of promotion, these are more than one type of instrument that utilized to promote their sales. Nochai and Nochai (2011) say that the sales promotion aims for last buyer (user promotion), customer of business (business promotion), retailer and whole sale (promotion of trade) the sales force's members (sale force promotion). Richard and Zhang (2014) argue that marketer must give more attention to raising the consumer's communication to be better in servicing of their customer. Rahmani, et al., (2012) talks about the sales promotion specifically price promotion as short term reducing of price particular sales such as: discounting the price, coupons and refund. Ahmad and Fatawu

(2014) point out that the reason behind of raising sales promotional growth in recent time such as: sales promotion has been respectable, while the use of promotion through the leaders of market and raising the profession of the authority of sales promotion, raising the impulse buying: the reply of retail to better user impulse buying to desire more sales promotion from industry, the activity of competitor: in many market sale promotion are utilized frequently that all of competitor are thrust to follow accommodate. Kumar (2013) explains sales promotion and the option of put composition has compensatory consequence on brand exchanging, choosing the effective tool and describing the customer's target is very significant part of every promotional operation.

Faruqui and Alam (2009) express that there are several types of sales promotional activities which are available in the market but customer should find themselves with which they are satisfy with the massage of sales promotion, but the aim of the sales promotions have to be practical or real. Neha and Monoj (2013) say about the future scenario of any business varied technique of promotion are utilized by the marketer for affecting the buying decision of consumers, although it's a key factor of promotional mix. It was used widely to maintain the advantages from competition, raise its sales and accelerate consumers buying decision, hence it will be a wrathful tool for seller because it has influence on buying decision. Richard and Zhang (2014) say that the sales promotion of online should intend to cut the perceived risk of consumers through offering proper information to accelerate more consumers and by serving them to utilize the system of shopping in the right way, particularly the system of online payment. Firms with consumers, it means its providing for whom the reason of orientated is price because its more as display essential increase in sales and the time period in which sales promotion is existence to offer than the firms whom consumers are choosing the brand because of the quality or any other reason. Negadeepa (2015) mentioned there are five crucial types of sales promotion techniques which are regarded in its research: refund & discount offer, loyalty programs, coupon, price packs and competition. Faruqui and Alam (2009) argue that sales promotion might raise the sales for short time period although it might be a massage to make customer more satisfy but there is not any effect on the customer's convince to get more loyal for the brand that promoted in other way it may not raise component of deterministic if there is utility equation of the customers. Ahmad and Fatawu (2014) say that the sales promotion has become a worth full tool for all marketers and significantly raising rapidly over the past a couple of years, it further recommended that lots of researchers have examined the short-term effect on sales promotion has heighten in sales for the several period and the effect of long-term of sales promotion too. Muthukrishna and Ravi (2013) take the consideration of the promotion saying sales immediately strike the volume of sales and confront competition. Sales promotion excites to behavior of consumer's buying as the advertisement of sales promotion. Sadeh (2012) says that the precedency of promotion scheme to achieve the target goal of bank, the best promotion strategy is publicity and public relation (PR) toward informing the customers and insurance of bank, the second one precedency of customer and insurance company is individual selling even for bank's customer will be advertising, if the purpose of financial service is to convincing the customers hence sales promotion is worthy strategy for public relation (PR), publicity and individual selling for insurance. Odunlami and Ogunsiji (2011) measure the effect of sales promotion activities is promoting off season purchasing, sales promotion has although boost off-season to purchase particularly throughout the festive time period, it adds value to comparing another season that's why they are buying more specific product as per their need.

### **3. Research Problem**

Brand loyalty always keeps changing based on many variables. The study conducted here has a detailed description of many variables, though companies are involved in many activities to attract customers for the better business development then the competition in the market leading to confusion for the real demand for the product by the consumer. Literature talk on many issues but companies forced to use all the advertising tools for the business promotion. So, the research problem observed here as to measure the efficiency of sales promotion and brand loyalty to get the real effectiveness on sales promotion activities.

### **4. Research Objectives**

- To know the importance of component of sales promotion activities
- To know the effect of advertising on sales promotion activities
- To realize the importance of brand loyalty on sales promotion activities

### **5. Significance of the Study**

Soft drink industry is quite big industry when numbers of result plays which mean small and big many soft drink exist entering the market, So established brand like COCA COLA and PEPSI are facing lots of challenges and how COCA COLA is coming out. The main idea about this study is what the COCA COLA is doing and how they sustained their business and how they sustain their market share and how they are expanding their business so this study will come out to find the importance of personal how sales promotional activities are importance for coca cola company to maintaining the brand loyalty, and how they are sustaining their customers or how they are attracting customer to buy their product or how they increase their sales volume.

### **6. Research Methodology**

A quantitative data collection method was used to accomplish the purpose of the study, to assess their personality, opinions and feelings practices that appeared to be boundless in subjective procedures 5 points likert scale was utilized as part of all inquiries of the survey going from 1 to 5 where point 1 and 2 represents strongly disagree and disagree, then again point 3, 4 and 5 represents neutral, agree, strongly agree.. The research was done in both in light of both primary and secondary data. Primary data was collected from markets and Tablo mall and Family mall, public and private organization in Erbil and some universities such as Ishik, Cihan and Salahadin University, We distributed 210 samples of questionnaire but we got only 159 returned with complete information. Secondary data was utilized also to represent distinctive motivation components. They were gathered from diverse books, journal articles, site, and distributed thesis papers of the graduates and so on.

## 7. Data Analysis

As Table 1 presented the reliability analysis of 21 items and according to the data analysis, it is found that the Cronbach Alpha is 0.851 which is greater than 0.7 this means that all items Cronbach's Alpha factor was reliable for this study.

Table:1 Reliability Statistics

Cronbach's Alpha	N of Items
.851	21

Here in this study the Table 2 shown below for the Gender description showing the Male and Female respondents are almost equal in percentage though only the difference of one respondent i.e. Male respondents are 79 and Female respondents are 80. So as per the sample selection, this sample is the best representative of the population. After analyzing data through SPSS program the researcher found out that 105(66.0%) participants were 16 years -25 years who participated in this study, 38(23.9%) of participants were 26 years -35 years who participated in this study, 13(1.9%) of participants were 36 years -45 years who participated in this study, 3(1.9%) participants were 46 years -55 years who participated in this study. The Marital Statue description displaying the single and married of responded is almost different, 101 (63.5%) participant were single who participated in this study, and 57 (35.8%) participants were married who participated in this study. Regarding the Education description that showing the frequency and percentage found out that 18(11.3%) of participants were secondary who participated in this study, 42(26.4%) of participants were intermediate who participates in this study, 72(45.3%) most participants were graduate who participated in this study.

Table 2: Demographic Variables Description

Parameter		Frequency	Percentage
Gender	Male	79	49.7
	Female	80	50.3
Age	16 Years-25 Years	105	66.0
	26 Years-35 Years	38	23.9
	36 Years-45 Years	13	8.2
	46 Years-55 Years	3	1.9
Marital Status	Single	102	63.5
	Married	57	35.8
Education	Secondary	18	11.3
	Intermediate	42	26.4
	Graduate	72	45.3
	Post Graduate	27	17.0
Family Income/ Month	Up to \$1000	39	24.5



	\$ 1001 - \$2000	53	33.3
	\$ 2001 - \$3000	37	23.3
	\$3001 - \$4000	23	14.5
	\$4001 and more	7	3.8
Profession	Student	73	45.9
	Private Employee	24	15.1
	Govt. Employee	25	15.7
	Business	25	15.7
	Self Employed	12	7.5
<b>Total</b>		<b>159</b>	<b>100</b>

Table 3: Items Description

Parameter		Frequency	Percentage
Advertising on T.V	Strongly Disagree	34	21.4
	Disagree	22	13.8
	Neutral	50	31.4
	Agree	38	23.9
	Strongly Agree	15	9.4
Advertising on radio	Strongly Disagree	45	28.3
	Disagree	62	39.0
	Neutral	36	22.6
	Agree	10	6.3
	Strongly Agree	6	3.8
Advertising in newspapers and magazines	Strongly Disagree	30	18.9
	Disagree	40	25.2
	Neutral	44	27.7
	Agree	34	21.4
	Strongly Agree	11	6.9
Advertising on the Internet	Strongly Disagree	16	10.1
	Disagree	29	18.2
	Neutral	44	27.7
	Agree	49	30.8
	Strongly Agree	21	13.2
Promotional gifts	Strongly Disagree	11	6.9
	Disagree	27	17.0
	Neutral	47	29.6
	Agree	44	27.7
	Strongly Agree	30	18.9
Special discounts	Strongly Disagree	15	9.4

	Disagree	20	12.6
	Neutral	34	21.4
	Agree	50	31.4
	Strongly Agree	40	25.2
Offering special discounts	Strongly Disagree	16	10.1
	Disagree	21	13.2
	Neutral	37	23.3
	Agree	50	31.4
	Strongly Agree	35	22.0
Promoting through ownership of sports team	Strongly Disagree	34	21.4
	Disagree	35	22.0
	Neutral	36	22.6
	Agree	37	23.3
	Strongly Agree	17	10.7
Exposure to mass media through interviews in newspapers	Strongly Disagree	20	12.6
	Disagree	43	27.0
	Neutral	63	39.6
	Agree	28	17.6
	Strongly Agree	5	3.1
Social activities participation like charity and donations	Strongly Disagree	12	7.5
	Disagree	29	18.2
	Neutral	38	23.9
	Agree	46	28.9
	Strongly Agree	34	21.4
A strong positive image in mass media	Strongly Disagree	14	8.8
	Disagree	27	17.0
	Neutral	64	40.3
	Agree	44	27.7
	Strongly Agree	10	6.3
Information about products through agents	Strongly Disagree	13	8.2
	Disagree	23	14.5
	Neutral	47	29.6
	Agree	64	40.3
	Strongly Agree	12	7.5
Tele-marketing	Strongly Disagree	45	28.3
	Disagree	49	30.8
	Neutral	34	21.4
	Agree	20	12.6
	Strongly Agree	11	6.9
Marketing by e-mail	Strongly Disagree	59	37.1
	Disagree	43	27.0
	Neutral	33	20.8



	Agree	17	10.7
	Strongly Agree	7	4.4
Introduced by other consumer	Strongly Disagree	16	10.1
	Disagree	28	17.6
	Neutral	42	26.4
	Agree	54	34.0
	Strongly Agree	19	11.9
Direct sales	Strongly Disagree	24	15.1
	Disagree	35	22.0
	Neutral	53	33.3
	Agree	30	18.9
	Strongly Agree	17	10.7
I love the COCA COLA brand for soft drink	Strongly Disagree	24	15.1
	Disagree	16	10.1
	Neutral	34	21.4
	Agree	60	37.7
	Strongly Agree	25	15.7
I love the only COCA COLA brand for soft drink	Strongly Disagree	25	15.7
	Disagree	17	10.7
	Neutral	55	34.6
	Agree	40	25.2
	Strongly Agree	22	13.8
I love to buy COCA COLA in the near future	Strongly Disagree	31	19.5
	Disagree	18	11.3
	Neutral	43	27.0
	Agree	49	30.8
	Strongly Agree	18	11.3
I would actively search for COCA COLA in order to buy it	Strongly Disagree	25	15.7
	Disagree	31	19.5
	Neutral	53	33.3
	Agree	33	20.8
	Strongly Agree	17	10.7
I love to buy other products of COCA COLA	Strongly Disagree	27	17.0
	Disagree	17	10.7
	Neutral	37	23.3
	Agree	52	32.7
	Strongly Agree	26	16.4
<b>Total</b>		<b>159</b>	<b>100</b>

According to Table 3 shown above the frequency and percentage of family income showing after analyzing data through SPSS program it found out that 39(24.5%) participants responded up to \$1000, 53 (33.3%) participants responded between \$1001-\$2000, 37 (23.3%) participants responded \$2001-

\$3000, 23(14.5%) participants responded from \$3001-\$4000, lastly 6 (3.6%) participants responded from \$4000 and more. The frequency and percentage for profession so most of the participants responded student which is 73(45.9%). participant responded 24 (15.1%) for private employee. And participants responded 25 (15.7%) for Govt. Employee and Business are the same frequency and percentage as it displayed and the last participants responded is 12 (7.5%) for Self Employed. The frequency and percentage of Advertising on radio makes me to buy it, the participants responded 45(28.3%) is strongly disagree and the most participants responded 62 (39.0%) which is disagree as well 36 (22.6%) participants responded neutral and 10 (6.3%) participants responded agree and lastly 6(3.8%) participants responded strongly agree. Advertising in newspapers and magazines makes me to buy it, 30 (18.9%) of strongly disagree and 40 (25.2%) participants responded disagree, 44 (27.7%) most of participants replied neutral and 34 (21.4%) of participants replied agree and lastly 11(6.9%) of participants replied strongly agree. Advertising on the Internet makes me to buy it shows 16 (10.1%) participants responded strongly disagree and 29 (18.2%) of participants responded disagree, 44 (27.7%) participants responded neutral likewise 49(30.8%) of participants responded agree, 21(13.2%) of participants responded strongly agree. Promotional gift makes me to buy it. After analyzing data through the SPSS program the researcher found out that 11 (6.9%) participants responded strongly disagree 27 (17.0%) participants responded disagree although 47 (29.6%) most of the participants responded neutral and 44 (27.7%) participants responded agree and 30 (18.9%) of participants responded strongly agree. Special discount makes me to buy it 15 (9.4%) participants replied strongly disagree and 20 (12.6%) of participants replied disagree although 34 (21.4%) of participants replied neutral and the most participants replied 50 (31.4%) is agree and 40 (25.2%) of participants responded strongly agree. Offering special discount in different occasion makes to buy it 16 (10.1%) participants responded strongly disagree and 21(13.2%) participants responded disagree and 37 (23.3%) participants responded neutral although the most participants responded 50 (31.4%) agree and 35 (22.0%) participant responded strongly agree. Promoting through owner shop of sport (football) team makes me to buy it, 34 (21.4%) participants responded strongly disagree and 35 (22.0%) participants responded disagree likewise 36 (22.6%) participants responded neutral and the most participants responded 37 (23.3%) agree and 17 (10.7%) participants responded strongly agree. Exposure to mass media through interviews in newspapers makes me to buy it, 20 (12.6%) participants replied strongly disagree and 43 (27.0%) participants replied disagree and 63 (39.6%) most of the participants replied neutral and 28 (17.6%) participant replied agree and 5 (3.1%) participants replied strongly disagree. Social activities like charity makes me to buy it, 12 (7.5%) participants responded strongly disagree and 29 (18.2%) participants responded disagree and 38 (23.9%) participants responded neutral likewise most of the participants responded 46 (28.9%) agree and 34 (21.4%) participants responded strongly agree. A strong positive image in mass media makes me to buy it, 14 (8.8%) participants responded strongly disagree and 27 (17.0%) participants responded disagree, most of participants responded 64 (40.3%) neutral, 44 (27.7%) participants responded agree, 10 (6.3%) participants responded strongly agree. Information about product through agents makes me to buy it, 13 (8.2%) participants responded strongly disagree, 23 (14.5%) participants responded disagree, 47 (29.6%) participants responded neutral, the most participants responded 64 (40.3%) agree, 12 (7.5%) participants responded strongly agree. Tele marketing makes me to put it, after analyzing data the researcher found out that 45 (28.3%) participants responded strongly disagree, most participant responded 49 (30.8%) disagree, 34 (21.4%) participants responded neutral, 20 (12.6%) participants responded agree, 11 (6.9%) participants responded strongly

agree. Marketing by email makes me to buy it, 59 (37.1%) strongly disagree, 43 (27.0%) participants responded disagree, 33 (20.8%) participants responded neutral and 17 (10.7%) participants responded agree, 7 (4.4%) participants responded strongly agree. Introduced by other customer makes me to buy it, 16 (10.1%) participants responded strongly disagree, 28 (17.6%) participants responded disagree, 42 (26.4%) participants responded neutral, most participant responded 54 (34.0%) agree, 19 (11.9%) participants responded strongly agree. Direct sales people makes me to buy it, 24 (15.1%) participant respondent strongly disagree, 35 (22.0%) participants responded disagree and most participants responded 53 (33.3%) neutral, and 30 (18.9%) participants responded agree, 17 (10.7%) participants responded strongly agree. I love COCA COLA brand for soft drink, 24 (15.1%) participants responded strongly disagree, 16 (10.1%) participants responded disagree, 34 (21.4%) participants responded neutral, most participants responded 60 (37.7%) agree and 25 (15.7%) participants responded strongly agree. I love only COCA COLA brand for soft drink, 25 (15.7%) participant replied strongly disagree, 17 (10.7%) participants replied disagree, most participants responded 55 (34.6%) neutral, 40 (25.2%) participant replied agree, 22 (13.8%) participants replied strongly agree. I love COCA COLA in the future, 31 (19.5%) participants responded strongly disagree and 18 (11.3%) participants responded disagree, 43 (27.0%) participants responded neutral, 49 (30.8%) most participants responded agree and 18 (11.3%) participants responded strongly agree. I would actively search for COCA COLA to buy it 25 (15.7%) participants responded strongly disagree, 31 (19.5%) participants responded disagree, most participants responded neutral, 33 (20.8%) participants responded agree and 17 (10.7%) participants responded strongly agree. I love to buy other product of COCA COLA 27 (17.0%) participants responded strongly disagree, 17 (10.7%) participants responded disagree 37 (23.3%) participants responded neutral, 52 (32.7%) most participant responded agree and 26 (16.4%) participants responded strongly agree.

Table 4: Regression Dependent Brand Loyalty, Independent Advertising

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.216 <sup>a</sup>	.046	.040	1.02888

a. Predictors: (Constant), Advertising

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.359	.283		8.322	.000
Advertising	.274	.099	.216	2.765	.006

a. Dependent Variable: Brand Loyalty

Table 4 is showing the relationship and effect of independent variable (Advertising) on dependent variable (Brand Loyalty). The value 0.006 is less than 0.05 so the outcome is significant and can get accepted for the study. The value of R is 0.216 so the relationship in between independent variable (Advertising) on dependent variable (Brand Loyalty) is very low. The R square is the effect of

independent variable (Advertising) on dependent variable (Brand Loyalty) is very low. The Beta value is showing that all together in this model Advertising is defining 0.274.

Table 5: Regression Dependent Brand Loyalty, Independent Sales Promotion

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.170 <sup>a</sup>	.029	.023	1.03831

a. Predictors: (Constant), Sales Promotion

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.447	.317		7.715	.000
1 Sales Promotion	.203	.094	.170	2.161	.032

a. Dependent Variable: Brand Loyalty

Table 5 shown above is the outcome of SPSS showing the relationship and effect of independent variable(Sales Promotion) on dependent variable (Brand Loyalty) the value of .032 is less than 0.05 the outcome significant and can get accepted for this study. The value for R is 0.170 hence the relationship in between independent variable (Sales Promotion) on dependent variable (Brand Loyalty) is low, The R square impact or effect independent variable which it is (Sales Promotion) on dependent variable (Brand Loyalty) is low, the value of Beta is displaying all together in this model Sales promotion is defining 0.203

Table 6: Regression Dependent Brand Loyalty, Independent Public Relation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.288 <sup>a</sup>	.083	.077	1.00887

a. Predictors: (Constant), Public Relation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.852	.343		5.404	.000
1 Public Relation	.406	.107	.288	3.774	.000

Table 6 which shown above is the outcome of SPSS exhibiting the relationship and effect of independent variable (Public Relation)on dependent variable (Brand Loyalty) the value of this one is 0.00 which is more less than 0.05 the outcome significant will be the best outcome and get accept for this study, the value of R which is 0.288 therefore the relationship in between independent variable

(Public Relation) on dependent variable (Brand Loyalty) also its low, The R square is the effect of independent variable (Public Relation) on dependent variable (Brand Loyalty) is low. Although the Beta value is showing all together in this model of Public Relation is delimiting 0.406

Table 7: Regression Dependent Brand Loyalty, Independent Personal Selling

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357 <sup>a</sup>	.128	.122	.98417

a. Predictors: (Constant), Personal Selling

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.728	.299		5.784	.000
Personal Selling	.519	.108	.357	4.790	.000

a. Dependent Variable: Brand Loyalty

Table 7 shown above is the outcome of SPSS exhibiting the relationship and effect of independent variable (Personal selling) on dependent variable (Brand Loyalty) the value of this is 0.000 which is more less than 0.05 the outcome significant will be the best outcome and get accept for this study, the value of R which is 0.357 therefore the relationship in between independent variable (Personal Selling) on dependent variable (Brand Loyalty) also its low, The R square is the effect of independent variable (Personal Selling) on dependent variable (Brand Loyalty) is low. Although the Beta value is showing all together in this model of Personal Selling is delimiting 0.519.

Table 8: Regression Dependent Brand Loyalty, Independent Sales Promotion Activity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.325 <sup>a</sup>	.106	.100	.99648

a. Predictors: (Constant), Sales Promotion Activity

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.481	.386		3.832	.000
Sales Promotion Activity	.553	.129	.325	4.305	.000

a. Dependent Variable: Brand Loyalty

Table 4, Table 5, Table 6 and Table 7 which are all presented above is the outcome of SPSS exhibiting the relationship and effect of independent variable (Sales Promotion Activity) on dependent variable (Brand Loyalty) the value of this is 0.000 which is most suitable because it not more than 0.05 the outcome significant will be the best outcome and get accept for this study, the value of R which is 0.325 therefore the relationship in between independent variable (Sales Promotion Activity) on dependent variable (Brand Loyalty) also its low, The R square is the effect of independent variable (Sales Promotion Activity) on dependent variable which is low, although the Beta value is exhibiting all together in this model of Sales Promotion Activity is delimiting 0.553

## 8. Findings and Conclusion

All finding and outcomes are supporting that there is strong effect of the sales promotion activities on COCA COLA's business. Advertising and sales promotion which providing by discounts to buy coke are opening the chance and there is strong relation and effecting this business. This company faced many challenges as all business did, so it is promoting the business by different activities and it can be success because as there are many fast food and restaurant and customers are willing to buy a tasty beverage with their food. So as it found in this outcome people mostly like coca cola to drink and it should more improve on its product quality and the way of their sales which can affect its customer to purchase the product and be their first choice brand in the overall beverages brand. This study will take continual following for more sales promotional activity by any organization or company, specifically COCA COLA company, It will help COCA COLA company to make better business in the future and to trend its employee and providing more promotional activity to convince its customer. This study can be helpful for other researchers for their study and learning who wants to collect information about COCA COLA Company. The significance of this study will bring out more information of sales promotion for future students that they want to do research on this subject. Coca cola company is the successful company in the business and famous beverage brand in the entire market as the study found from analyzing data and different information. It is recommend that COCA COLA should improve more on its different activities and produce different product and with tasty fast food or build up different production of equipment to expand its business in the whole world's market. Company can adopt the sales promotion activities such as participation like charity and positive image and information about products and mass media and personal selling such like direct sales people because mostly they adopted on this kind of activities.

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